

EXECUTIVE ORDER

No. 75-3

I, Raul H. Castro, Governor of the State of Arizona, do hereby create the Arizona State Office of Tourism and Order and Direct:

1. The composition and staffing of the office will be as directed by the Governor.
2. The purpose, function and responsibility of the office shall be to:
 - A. Promote and develop a campaign of information, advertising and publicity relating to the tourism business, including the recreational, scenic and historical attractions of this state and all parts thereof, and to disseminate such information to the public through various state and national media.
 - B. Stimulate and encourage all local, state, regional and federal governmental agencies and all private persons and enterprises to participate in the promotion of tourism in Arizona.
 - C. Undertake a comprehensive research program designed to establish the office as the central repository and clearinghouse for all data relating to Arizona resources as they relate to tourism.
 - D. Formulate policies, plans and programs designed to promote tourism in Arizona.
 - E. Provide information and advice on request by local, state and federal agencies and by private citizens and business enterprises on matters of tourism and the promotion thereof.
 - F. Conduct research on its own initiative or at the request of the Governor, the Legislature, or state or local agencies on the promotion of tourism in Arizona.
 - G. Assume responsibility for all tourism programs of the Office of Economic Planning and Development.
 - H. Utilize any and all media of communication, publication and exhibition in dissemination of information, advertising and publication in any field of its purposes, objectives or duties.
 - I. Advise with and make recommendations to the Governor and the Legislature on all matters concerning tourism.

J. On behalf of the Governor and the state, accept grants, matching funds, gifts and other direct payments for the conduct of programs which are designed to promote and develop tourism.

K. Expend available funds, use its facilities and provide services to promote tourism, and to provide matching contributions under federal and other programs designed to promote tourism.

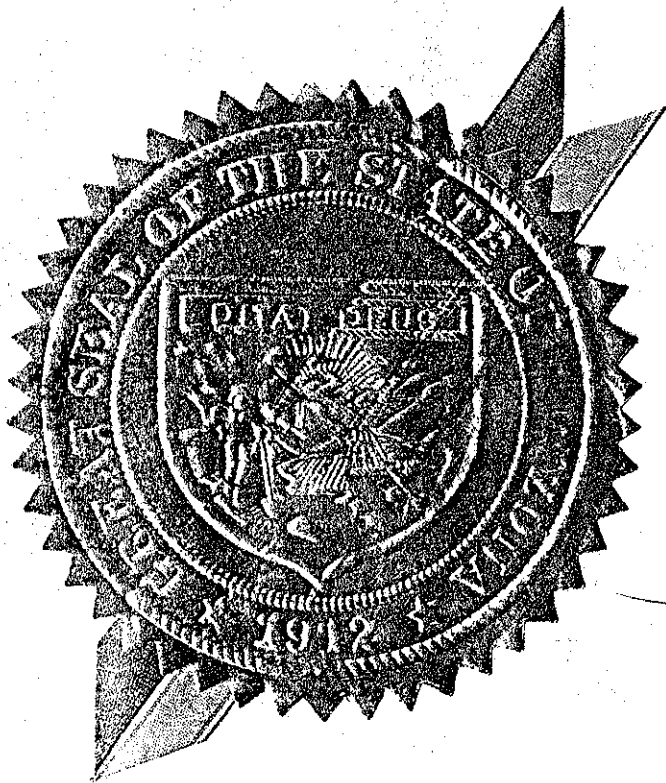
L. Make contracts and incur obligations reasonably necessary or desirable to develop and promote tourism.

M. Make quarterly reports to the Governor on its activities, its finances and the scope of its operations.

This order shall become effective immediately and shall terminate on June 30, 1976.

3. A Tourism Advisory Council will be appointed by the Governor to advise and assist the Office of Tourism in carrying out its responsibilities.

DATED this 21st day of March, 1975.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona.

DONE at the Capitol in Phoenix this twenty-first day of March in the Year of Our Lord, One Thousand Nine Hundred and Seventy-five, and of the Independence of the United States of America the One Hundred and Ninety-ninth.

Raymond A. Coats
GOVERNOR

ATTEST:

Wesley Bohrer
Secretary of State